



3

DEPARTMENT OF PLANNING
STAFF REPORT

BOARD OF SUPERVISORS PUBLIC HEARING

DATE OF HEARING: February 8, 2010

ZMOD 2008-0013, Safeway at Sterling Plaza Comprehensive Sign Plan

DECISION DEADLINE: March 5, 2010

ELECTION DISTRICT: Sterling

PROJECT PLANNER: Mike Elabarger

EXECUTIVE SUMMARY

Safeway, Inc. of Lanham, Maryland, has submitted an application for a special exception to modify Sections 5-1204(D)(3)(c) and 5-1204(D)(3)(d) of the Revised 1993 Zoning Ordinance to implement a Comprehensive Sign Package that proposes changes to the permitted number and size of signs at the approximately 55,000 square foot existing Safeway grocery store building. The property is zoned PD-H3 (Planned Development-Housing), administered as PD-CC-CC (Planned Development-Commercial Center-Community Center), under the Revised 1993 Loudoun County Zoning Ordinance. The modification to the sign regulations applicable to a Planned Development District is authorized by special exception under Section 6-1511(B)(5) and is reviewed in accordance with Section 5-1202(E).

The subject parcel, containing the entire Sterling Plaza Shopping Center, is approximately 15.31 acres in the southeast quadrant of the intersection of East Maple Avenue (Route 1417) and South Sterling Boulevard (Route 846) at 22330, 22350, and 22360 South Sterling Boulevard, Sterling, Virginia, in the Sterling Election District. The area is governed by the policies of the Revised General Plan (Suburban Policy Area (Sterling Community)) and the Countywide Retail Plan, which designate this area for residential uses and which recommend a density of up to 4.0 dwelling units per acre.

The application proposes to increase the allowed number of façade signs from one to six, and the permitted aggregate façade sign area from 60 to 228.8 square feet; the store currently has 183 SF of façade signage. Also proposed is the replacement of the existing 60 SF freestanding ground-mounted entrance sign with a smaller 49.6 SF sign, which exceeds the Ordinance (20 SF maximum for any one sign), in a new location. The application pertains to just the Safeway store, and does not include the rest of the shopping center or any of its other tenants.

RECOMMENDATIONS

Planning Commission Recommendation

At its December 17, 2009 public hearing, the Planning Commission voted 9-0 to forward the application to the Board of Supervisors with a recommendation of approval, subject to Conditions of Approval dated December 17, 2009.

Staff Recommendation

Staff cannot support the application because it does not meet the intent of a comprehensive sign package, being that it is one tenant in an existing multi-tenant shopping center. However, there is no legislative mechanism available for such single tenants to propose exceeding the by-right sign standards of the Zoning Ordinance.

The size of Sign #2, due to its proportionality to both Sign #1 and to proposed Sign #4, should be reduced as suggested in this staff report.

SUGGESTED MOTIONS

1. I move that the Board of Supervisors forward ZMOD 2008-0013, Safeway Signs at Sterling Plaza Comprehensive Sign Package, to the March 2, 2010 Business Meeting for action.

OR,

- 2.a. I move that the Board of Supervisors suspend the rules;

AND,

- 2.b. I move that the Board of Supervisors approve ZMOD 2008-0013, Safeway at Sterling Plaza Comprehensive Sign Plan, subject to the Conditions of Approval dated December 17, 2009 and based on the Findings in the February 8, 2010 staff report.

OR,

3. I move that the Board of Supervisors forward ZMOD 2008-0013, Safeway at Sterling Plaza Comprehensive Sign Plan, to the Transportation and Land Use Committee for further discussion.

Vicinity Map



Directions: From Leesburg, take Route 7 east to Sterling Boulevard. Turn right and proceed approximately two miles to the Sterling Plaza shopping center on the left/south side of Sterling Boulevard, opposite Sterling Middle School and Bill Allen Field.

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I. APPLICATION INFORMATION

APPLICANT: Safeway Inc.
Joseph Sullivan, Construction Manager
4551 Forbes Blvd
Lanham, MD 20706
301-918-6500

OWNERS: Sterling Plaza Shopping Center LLC
Joseph Regar, Asset Manager
875 N Michigan Avenue, Ste 1800
Chicago, IL 60611-1818
312-944-3777

REPRESENTATIVES: Venable, LLP
Frank W. Stearns, Attorney/Agent
8010 Towers Crescent Drive, Number 300
Vienna, VA 22182
703-760-1956
fwstearns@venable.com

PROPOSAL: A Zoning Modification for a Comprehensive Sign Plan for a single tenant (Safeway grocery store) in the Sterling Plaza Shopping Center

The application was accepted for review on December 15, 2008.

LOCATION: 22350 Sterling Blvd., Sterling, VA 20164

TAX MAP/PIN #: TAX MAP: /81/F10////22A MCPI: 022-15-4155-000

ZONING: PD-H3 (Commercial administered as PD-CC-CC)

PROPOSED NON-RESIDENTIAL FLOOR AREA: N/A

SURROUNDING:	<u>ZONING</u>	<u>EXISTING LAND USE</u>	<u>PLANNED LAND USE</u>
NORTH	PD-H3	Park/School	Residential
SOUTH	PD-H3	Commercial Retail	Residential
EAST	PD-H3	Commercial Retail	Residential
WEST	PD-H3	Residential	Residential

ELECTION DISTRICT: Sterling

II. Summary of Discussion

Topic/Issue Area	Issues Examined and Status
Comprehensive Plan	• Comprehensive Sign Package is not comprehensive without entire shopping center party to the application. UNRESOLVED.
	• Revise Sign #2 to dimensions similar to Sign #4. UNRESOLVED.
	• Commit to being party to a Comprehensive Sign Package that involves the entire Sterling Plaza Shopping Center at the time that such application is applied for with the County. RESOLVED-Condition #4, Future Comprehensive Sign Package.
	• Commit to details and specifics in Sign Package. RESOLVED-Condition #1, Substantial Conformance.
Zoning	• Comprehensive Sign Package is not comprehensive without entire shopping center party to the application. UNRESOLVED.
	• Multitude of citation corrections to Sign Matrix Table. RESOLVED, see revised Matrix, Tab A of the applicants sign package.
	• Remove blade signs and clarify Broadlands signage. RESOLVED, blade signs removed and Broadlands an example illustrative.

III. PLANNING COMMISSION REVIEW AND RECOMMENDATION

On December 17, 2009, the Planning Commission held a public hearing on this application; no members of the public spoke regarding the application, and there were no substantive questions or comments from the Commission for the applicant or staff. The Commission voted 9-0 to forward the application to the Board of Supervisors with a recommendation of approval subject to the Conditions of Approval dated December 17, 2009, and with the Findings for Approval listed below.

IV. PLANNING COMMISSION FINDINGS FOR APPROVAL

1. With approval of the Comprehensive Sign Package, the application is consistent with the Revised 1993 Zoning Ordinance.
2. The application provides a more attractive set of signs that provide greater visibility to customers.

V. CONDITIONS OF APPROVAL (December 17, 2009)

1. Substantial Conformance. Signs and sign standards (materials, colors, size, height, location, number, and lighting) for the signs depicted in the Sign Package shall be provided in substantial conformance with the Safeway at Sterling Plaza Comprehensive Sign Package dated November 13, 2009, and the Revised 1993 Loudoun County Zoning Ordinance (the "Zoning Ordinance"). Approval of this application for Tax Map /81/F10////22A (PIN #022-15-4155) (the "Property") shall not relieve the applicant or the owners of the Property from the obligation to comply with and conform to any other Zoning Ordinance, Codified Ordinance, or applicable regulatory requirement. This approval applies only to the modification of sign standards as modified in the Sign Package and/or in these conditions for signs that are otherwise permitted and is not intended to approve the use or placement of signs that are not permitted per Section 5-1202(A) of the Revised 1993 Zoning Ordinance. The modifications approved herein supersede the provisions of the Zoning Ordinance regarding such modified standards and shall apply to the signs identified in the Sign Package. In the event of a conflict between the approved Comprehensive Sign Plan and the Zoning Ordinance other than with respect to the specific modifications of standards approved in this application, the provisions of the Zoning Ordinance shall supersede the approved Comprehensive Sign Plan. As used in these conditions, "Applicant" includes the owner of the Property subject to this Zoning Modification approval, its successors, and parties developing, establishing or operating the approved zoning modification.
2. Lighting. No animation, neon, or moving lights shall be permitted. Signs shall be backlit and shall contain no exposed lighting elements. No sign illumination shall spill upward or reflect or cast glare onto adjacent properties or roadways. Fixtures shall be full cutoff and fully shielded in order to preclude light trespass beyond the sign area or onto adjoining properties and public roads.
3. Zoning Permits. No sign shall be erected without first obtaining a zoning permit for such sign.
4. Future Comprehensive Sign Package for Sterling Plaza Shopping Center. The subject property is located within a commercial development on the Property, which development is operated as and known as the Sterling Plaza Shopping Center. If and when the property owner of the Sterling Plaza Shopping Center applies for a comprehensive sign package zoning modification for the shopping center, or the equivalent procedure under the then applicable Zoning Ordinance, the Applicant shall join in as a party to such future application. If such future application is approved, thereafter Applicant's signage shall either conform with and be subject to the modifications approved pursuant to that application, or conform to the by-right provisions of the Zoning Ordinance in effect at that time. If the Zoning Ordinance should be amended such that the shopping center owner may obtain approval of modifications to the sign requirements of the Ordinance without having to obtain approval of a comprehensive sign package zoning modification or equivalent procedure, this Condition #4 will no longer be operative.

VI. PROJECT REVIEW

A. CONTEXT

The requested Zoning Ordinance Modification (ZMOD) by Safeway, Inc. is to specifically modify Section 5-1204(D)(3) of the Revised 1993 Loudoun Zoning Ordinance in order to increase the sign area for its building façade (up to 228.8 SF) and allow more than one sign per façade (with six signs). The application also includes the replacement of the existing 60 SF freestanding entrance sign with a 49.6 SF freestanding entrance sign located further east along Sterling Boulevard; this sign exceeds the area allowed per any one sign by 29.6 SF. The subject store is located in the existing Sterling Plaza Shopping Center on the southeast corner of East Maple Avenue and Sterling Boulevard in the Sterling Community of the Suburban Policy Area. The site is zoned Planned Development Housing (PD-H3), as is the entire surrounding planned community of Sterling Park, but is administered as PD-CC(CC) (Planned Development–Commercial Center, (Community Center)). The shopping center was developed pursuant to SPEX-1986-0018 (Sterling Plaza) and ZMOD-1999-0004 (Sterling Plaza, Lot 22A).

The applicant seeks to upgrade the existing “by-right” signage with the new “nationally recognized signs and logos” being installed at all Safeway stores. The primary issue with the application, which was noted in the pre-application conference with the applicant, is that this is not a comprehensive sign package request because it is only for one tenant in a multi-tenant shopping center. The applicant attempted to have the shopping center owner, McCaffery Interests, consider becoming party to this application or submit a sign package application itself that would include the Safeway store. After consideration, McCaffery chose to not undertake either option at this time, but indicated that in the future, should they submit a comprehensive sign package application, it would be their intention to include the Safeway store as part of that application; see Attachment 4. At the applicant’s request as means of resolving this issue, condition of approval (#4) has been provided that commits the Safeway store to be a part of that future sign package application.

B. SUMMARY OF STAFF OUTSTANDING ISSUES

There are two outstanding issues that are recommended for further review by Staff:

1. The application lacks the comprehensive approach envisioned by the Zoning Ordinance, as it is for a single tenant in a multi-tenant building in a multi-building shopping center.
2. Proposed Sign #2 (33.19 SF) should be reduced in overall size to be more like proposed Sign #4 (16 SF). See pages 12 and 16 for further discussion.

Staff notes that the applicant is in agreement with the proposed Conditions of Approval, which have been reviewed and approved as to form by the County Attorney’s office.

C. OVERALL ANALYSIS

Comprehensive Plan

The subject property is designated by the Revised General Plan for Residential uses *with commercial components*. The retail policies of the Countywide Retail Plan Amendment ('Retail Plan') also apply, which specify that buildings within a multi-building retail center should exhibit a unity of design by using similar elements such as rooflines, materials, window arrangement, location of signage and architectural details. The Retail Plan specifies that signs for commercial center tenants should be an integral part of the overall center design with a unified graphic design scheme. The lack of a comprehensive proposal for signs that includes the tenants in the same building is contrary to the intent of County sign policies and the purpose of the zoning modification.

Existing Signage / Regulations

As noted in the pre-application notes, the sign approvals for the existing signage were based on the sign regulations for the PD-CC-SC (small regional center) zoning district, which was incorrect (it is zoned PD-CC-CC – community center). The Zoning section of this staff report details the differences between the two zoning districts regarding the existing signage. Photo #1 shows an example of the existing shopping center signage, which consists mainly of solid square red capital lettering, with only a few tenants having any proprietary font, design, or color scheme.



Façade Signage - The main sign consists of a 104 SF “Safeway” sign and 63 SF “Food and Drug” sign which are side-by-side on the façade over the walkway between the two entrances to the store; see Photo #2. There are also four signs on the inside of the windows over the two store entrances – two “Sun Trust Bank” signs totaling 12 SF and two Starbucks logo signs totaling 4 SF. Together, these six signs total 183 SF of signage area.



Freestanding Entrance Sign – The existing sign along Sterling Boulevard totals 60 SF, and only notes the name of the shopping center and the Safeway store; see Photo #3.



All of the existing signage described above, which cumulatively totals 243 SF, would be removed with approval of this application.

Proposed Signage

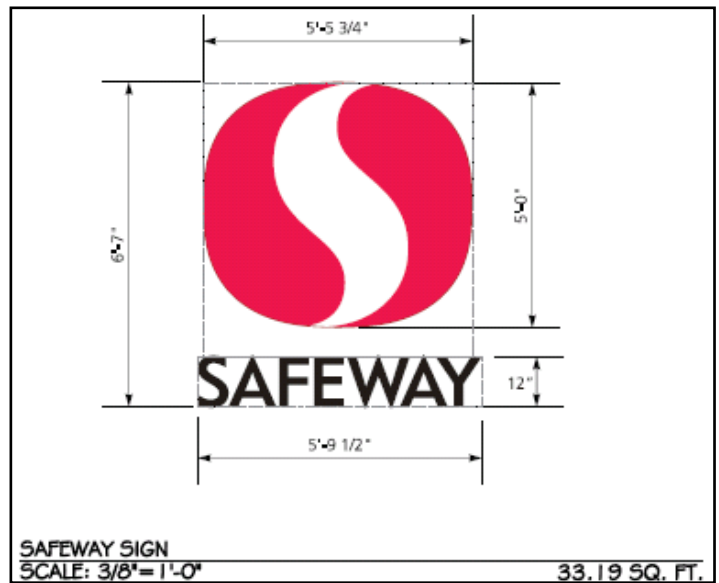
The proposed sign package is for six (6) store façade signs and one (1) freestanding entrance sign, replacing the existing signage previously noted. The table below describes the differences in requested signage from that currently in place.

	PROPOSED SIGNAGE (sf)	(Equivalent) Existing Signage (sf)	Difference (sf)
Sign #1	126.5	167.0	- 40.5
Sign #2	33.19	---	+ 33.19
Sign #3	16.66	4.0	+ 12.66
Sign #4	16.0	---	+ 16.0
Sign #5	17.6	12.0	+ 5.6
Sign #6	18.85	---	+ 18.85
Total Façade Signage Area	228.8	183.0	+ 45.8
Sign #7	49.6	60.0	- 10.4
Overall Signage Area	278.4	243.0	+ 35.4

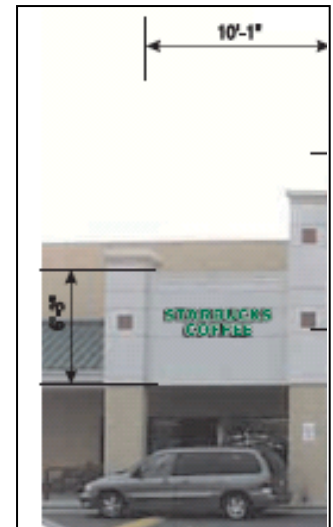
Sign #1 – The new corporate “Safeway” text and circle logo, totaling 126.5 SF, would replace the existing text and logo sign (167 SF) on the center façade.



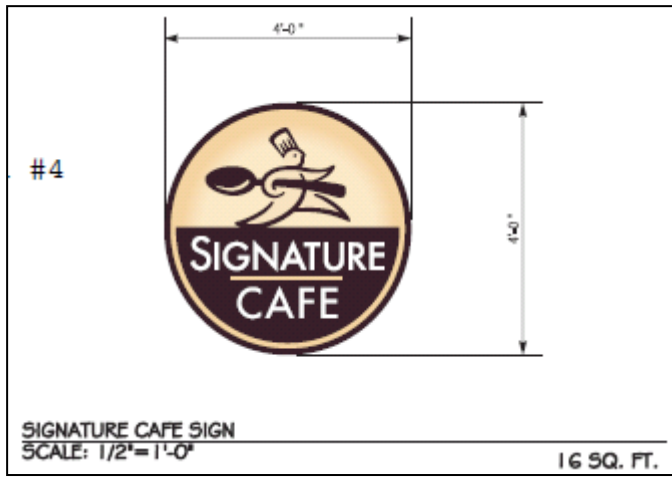
Sign #2 – The new corporate “Safeway” text and circle logo, totaling 33.19 SF, would go over the ‘main’ (north) entrance in the peaked façade.



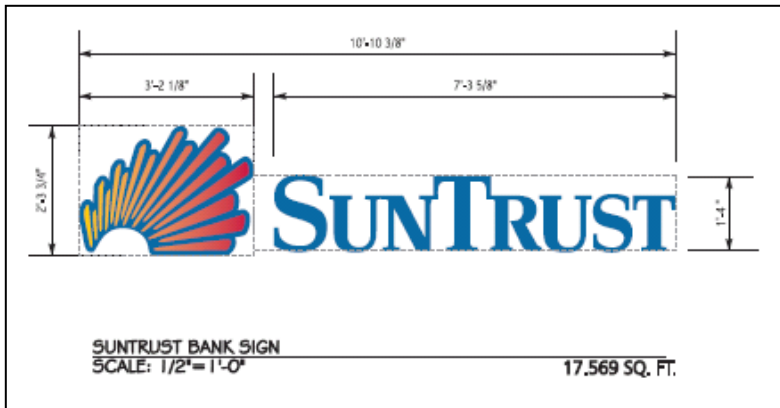
Sign #3 – The corporate “Starbucks Coffee” sign, totaling 16.66 SF, would go on a small overhanging façade face to the left of the main (north) entrance.



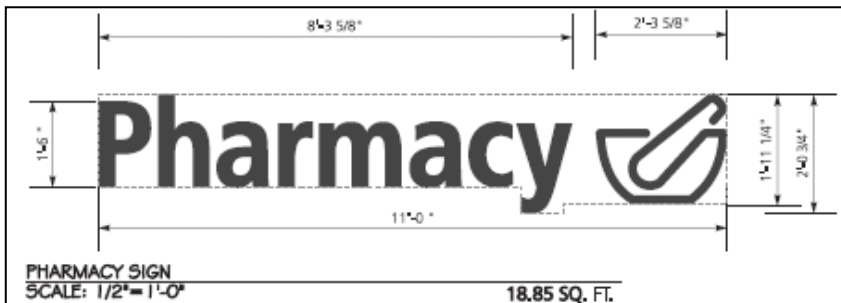
Sign #4 – The “Signature Café” sign, totaling 16.0 SF, would go in the center of the peaked façade over the secondary (south) store entrance.



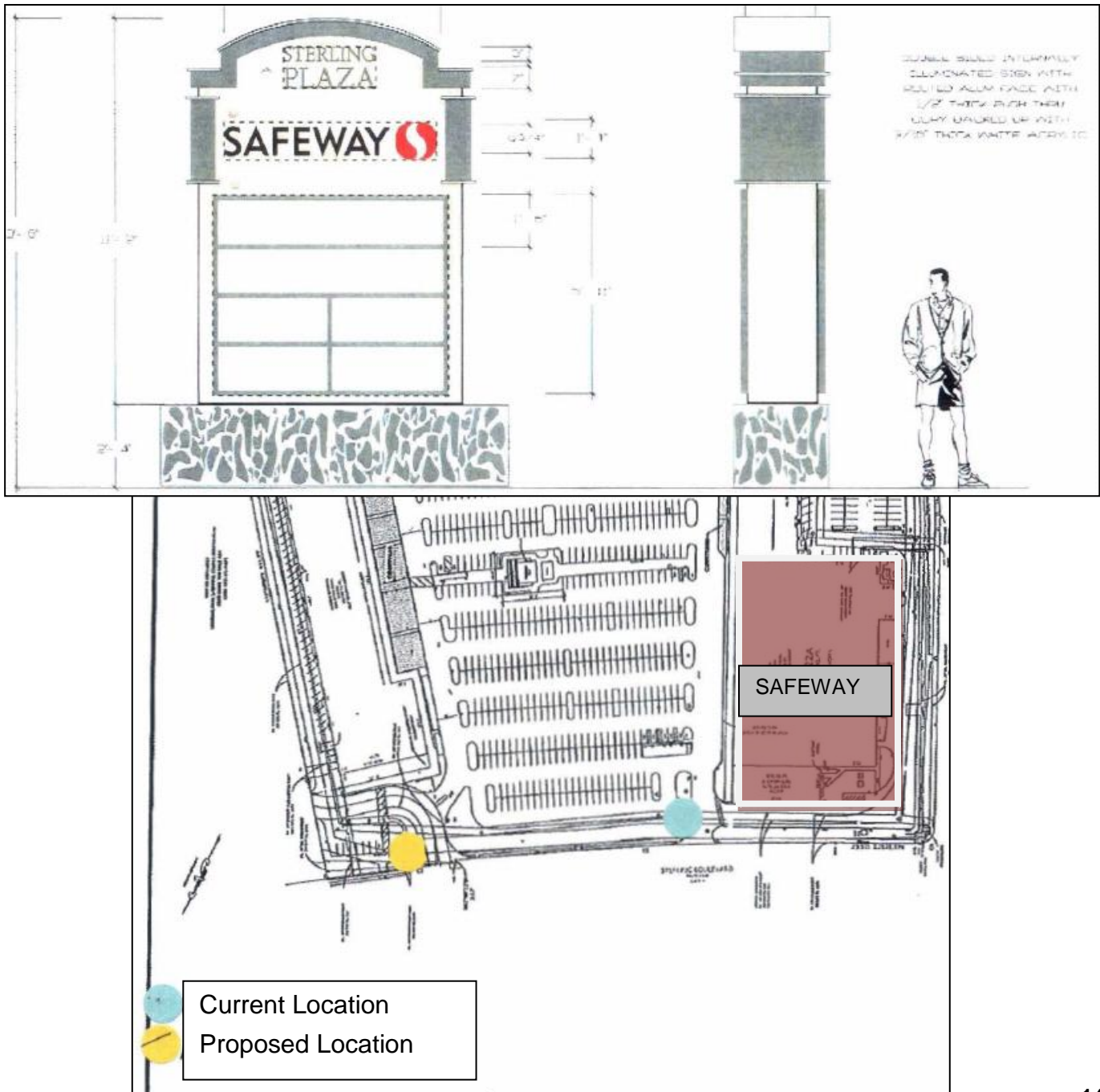
Sign #5 – The corporate “Sun Trust Bank” text and logo sign, totaling 17.6 SF, would go on a small over-hanging façade face to the right of the secondary (south) entrance.



Sign #6 – A generic “Pharmacy” text sign, totaling 18.85 SF, would go on the main building façade to the far right of the main (north) entrance.



Sign #7 – A new freestanding entrance sign, totaling 49.6 SF – to replace the existing 60 SF sign - is proposed to be located farther east along Sterling Boulevard in a more central location in front of the Sterling Plaza Shopping Center, which would provide better visibility for vehicles travelling in both directions. The owners of the shopping center, McCaffery Interests, would be installing this new freestanding sign, and not the applicant. This sign would be internally lit, 13.6 feet tall, and have spaces for up to eight (8) tenant names to be displayed below the anchor Safeway signage and the center's name. This sign is less than the total aggregate signage area allowed per Section 5-1204(D)(3)(c) – 60 SF – but exceeds the 20 SF maximum area of any one sign by 29.6 SF.



Zoning

Permitted Signage

Section 5-1204(D)(3) of the Revised 1993 Zoning Ordinance provides the allowable signage for the PD-CC-CC district; see the Sign Matrix provided by the applicant – Tab A of the attached Comprehensive Sign Package. The Ordinance allows the following:

Building Mounted Signage, Section 5-1204(D)(3)(d)

- Aggregate Sign Area: two (2) square feet (SF) per linear foot of building frontage, not to exceed 60 SF (the Safeway building frontage is over 170', so in this application, up to 60 SF is permitted).
- Number of Signs: one (1) per façade, not to exceed three (3) signs¹.
- Permitted Area of Any One Sign: sixty (60) square feet (SF) maximum.
- Illumination: back- or white-light.

Ground Mounted Entrance Signs, Section 5-1204(D)(3)(c)

- Aggregate Sign Area: sixty (60) square feet (SF) maximum.
- Number of Signs: one/vehicular entrance, no more than three (3) signs.
- Permitted Area of Any One Sign: twenty (20) square feet (SF) maximum.
- Illumination: back- or white-light.
- Maximum Height: fifteen (15) feet.

As previously noted, the existing signage was incorrectly permitted under the provisions of the PD-CC-SC (small regional center) in Section 5-1204(D)(3)(e) and (f). The primary differences are:

- Per Section 5-1204(D)(3)(e) (for PD-CC-SC) → Entrance signs are limited to one per vehicular entrance and up to 60 SF; this is why the existing 60 SF entrance sign was permitted by-right, but would not have met the CC district regulation regarding any one sign not exceeding 20 SF.
- Per Section 5-1204(D)(3)(f) (for PD-CC-SC) → Tenant signs² are limited to 60 SF aggregate area, 1/façade - no more than 3, and 20 SF maximum area of any one sign; the latter is one-third the 60 SF allowed in the CC district.

¹ The Ordinance is written to accommodate a freestanding building that may have multiple facades – a front and two sides. The application proposes signage on just the front façade, and thus the Ordinance would allow one (1) sign for the one façade.

² For Freestanding Building with up to 4,000 SF floor area; Safeway is not 'freestanding', and far exceeds this floor area limit.

Proposed vs. Permitted Signage

By proposing 228.8 SF of façade signage area, the applicant is seeking 3.8 times the allowed area; with 6 façade signs on one tenant façade³, the applicant is seeking six times the allowed number of signs. The proposed entrance sign (49.6 SF) exceeds the area per any one sign by 29.6 SF, but is smaller than the maximum aggregate sign area (60 SF) allowed.

Section 6-1504 of the Ordinance considers modifications to Planned Development (PD) districts, and states that “no modification shall be approved unless the Board of Supervisors finds that such modification to the regulations will achieve an innovative design, improve upon the existing regulations, or otherwise exceed the public purpose of the existing regulation.” Achieving an innovative design with the proposal is questionable; the proposal does improve upon the existing signage, but Sign #2 should be much closer in size to Sign #4, as the areas of the two peaked facades are nearly identical; the public purpose of the regulations is to provide adequate signage to alert customers to the tenant, which is increased with the proposal.

As previously noted, the primary zoning issue is that the application is not comprehensive in nature and only pertains to one tenant in a multi-tenant and multi-building shopping center, thereby not fulfilling the intent of a comprehensive sign package creating a unity of design for the entire district (which in this case is the entire shopping center, zoned PD-CC-CC).

Comparison with Broadlands Village Center Safeway Store

During staff review of the application, a scale and proportionality comparison was made with the Safeway grocery store and the façade amount at the Broadlands Village Center in Ashburn. The applicant responded to this, in the submission dated October 30, 2009, with a sketch drawing of that façade and the size of those existing signs (see Tab E of the applicant’s attached sign package). To bring about a better proportional scale of proposed Signs #1 and #2 to one another, and using the appearance of the two similar signs in place at Broadlands, it was suggested that the applicant make either of the below changes for proposed Sign #2:

- (1) remove the “Safeway” text and provide just the logo “S” of a size comparable to proposed Sign #4 (which is 16 SF), or;
- (2) reduce the size of the “Safeway” text to completely fit under the logo “S” exactly as is done at the Broadlands Village Center Safeway store, with the logo “S” maintaining its current proposed dimensions or increasing in size to that of proposed Sign #4 (16 SF).

During the week between the Planning Commission’s briefing meeting and public hearing on the application (December 11th through 17th, 2009), the applicant provided a revised Sign #2 to staff (see the description of this sign on page 12). The overall area of Sign #2 was increased by over 12 SF – from 21.117 SF to 33.19 SF – a 57% increase over the original proposed Sign #2. This revision is contrary to both staff suggestions noted above: it increased the size of the “S” logo to 27.4 SF, when it was suggested that if only the “S” logo be used, it be no larger than 16 SF; and it failed to reduce the size of the Safeway text to completely fit under the logo “S”. In addition, it increased the total sign area of the application by 12.1 SF.

³ See Footnote #1.

D. ZONING ORDINANCE CRITERIA FOR APPROVAL

Section 6-1310 of the Loudoun County Revised 1993 Zoning Ordinance states "In considering a special exception application, the following factors shall be given reasonable consideration. The applicant shall address all the following in its statement of justification or special exception plat unless not applicable, in addition to any other standards imposed by this Ordinance":

Below is Staff's analysis of these criteria; see the Applicant's Statement of Justification (Attachment 2) for their response.

- (A) *Whether the proposed special exception is consistent with the Comprehensive Plan.*

The proposed sign package is not consistent with the Plan, which specifies that buildings within a multi-building retail center should exhibit a unity of design by using similar elements such as signage.

- (B) *Whether the proposed special exception will adequately provide for safety from fire hazards and have effective measures of fire control.*

Not applicable.

- (C) *Whether the level and impact of any noise emanating from the site, including that generated by the proposed use, negatively impacts the uses in the immediate area.*

Not applicable.

- (D) *Whether the glare or light that may be generated by the proposed use negatively impacts uses in the immediate area.*

Not applicable.

- (E) *Whether the proposed use is compatible with other existing or proposed uses in the neighborhood, and adjacent parcels.*

The proposed standard corporate signage package will exceed the Ordinance standards, which the rest of the shopping center currently adheres to. The proposal would work against a unifying design theme for the center.

- (F) *Whether sufficient existing or proposed landscaping, screening and buffering on the site and in the neighborhood to adequately screen surrounding uses.*

Not applicable.

- (G) *Whether the proposed special exception will result in the preservation of any topographic or physical, natural, scenic, archaeological or historic feature of significant importance.*

Not applicable.

- (H) *Whether the proposed special exception will damage existing animal habitat, vegetation, water quality (including groundwater) or air quality.*

Not applicable.

- (I) *Whether the proposed special exception at the specified location will contribute to or promote the welfare or convenience of the public.*

The proposed standard corporate signage package may improve visual recognition of the store and assist customers in locating the store.

- (J) *Whether the traffic expected to be generated by the proposed use will be adequately and safely served by roads, pedestrian connections and other transportation services.*

Not applicable.

- (K) *Whether, in the case of existing structures proposed to be converted to uses requiring a special exception, the structures meet all code requirements of Loudoun County.*

Not applicable.

- (L) *Whether the proposed special exception will be served adequately by essential public facilities and services.*

Not applicable.

- (M) *The effect of the proposed special exception on groundwater supply.*

Not applicable.

- (N) *Whether the proposed use will affect the structural capacity of the soils.*

Not applicable.

- (O) *Whether the proposed use will negatively impact orderly and safe road development and transportation.*

Not applicable.

- (P) *Whether the proposed special exception use will provide desirable employment and enlarge the tax base by encouraging economic development activities consistent with the Comprehensive Plan.*

The proposed standard corporate signage package could result in increased recognition and patronage of the existing Safeway store.

- (Q) *Whether the proposed special exception considers the needs of agriculture, industry, and businesses in future growth.*

Not applicable.

(R) *Whether adequate on and off-site infrastructure is available.*

Not applicable.

(S) *Any anticipated odors which may be generated by the uses on site, and which may negatively impact adjacent uses.*

Not applicable.

(T) *Whether the proposed special exception uses sufficient measure to mitigate the impact of construction traffic on existing neighborhoods and school areas.*

Not applicable.

VII. ATTACHMENTS	PAGE #
1. Review Agency Comments	
a. Planning, Comprehensive Planning (11-09-09, 05-14-09, 01-20-09)	A-01
b. Building and Development, Zoning Administration (11-04-09, 05-04-09, 01-14-09)	A-11
2. Applicant Submission – Statement of Justification (revised dated 11-13-09)	A-17
3. Applicant Submission – Response to Referral Comments (11-13-09, 10-30-09, 04-01-09)	A-21
4. Applicant Submission – Letters, McCaffery Interests (11-13-09, 02-24-09)	A-29
5. Applicant Submission – Disclosure of Real Parties in Interest /Reaffirmation (signed 11-16-09)	A-35
Applicant Submission - Safeway Signs at Sterling Park Comprehensive Sign Package (12-29-09)	<i>Attached</i>
• Comprehensive Sign Zoning Matrix (revised 12-29-09)	Tab A
• Sign #1 – Safeway text and Logo	Tab B
• Sign #2, Sign #3, and Sign 6 – Safeway text and Logo, Starbucks Coffee, Pharmacy	Tab C
• Sign #4, Sign #5 – Signature Café and Suntrust Bank	Tab D
• <i>Illustrative Purposes Only</i> – Broadlands Village Center Safeway grocery store signage.	Tab E
• Existing freestanding entrance sign	Tab F
• Sign #7 – Proposed Freestanding Entrance Sign	Tab G